



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

May 11, 2023 12:00 – 1:30 pm

Video Link: <https://youtu.be/iEvNVO4ZLgs>

Attendees: Chair Christine Turner, Vice Chair Brian Rosenthal, Paul Fidrych, Sean Findon, David Sideras, Paul Vogel, Wela Negelspach, Patty Hawkins, Rand Brown, Nancy Ward, Heidi Ralls, Jeff Weiss, N.J. Johnson, Mayor Joe Backus, JJ Duehren, Len Waggoner

Absent: George Hafemann, Karl Fenstermaker

1. CALL TO ORDER

The meeting was called to order at 12:02 PM by Chair Christine Turner.

1.1 Meeting Agenda

Vice Chair Brian Rosenthal made a motion to approve the May 11, 2023 agenda. Sean seconded. The motion passed unanimously.

1.2 Meeting Minutes

Vice Chair Brian Rosenthal made a motion to approve the April 20, 2023 meeting minutes. Sean seconded. The motion passed unanimously.

1.3 Public comment

JJ Duehren: Earth Day was a very successful event with over 500 people attending. We served 400 hot dogs and 400 burgers. Thank you to everyone who helped make the event a success! *JJ provided trophy awards to Jeff Weiss, Sean Findon, and Paul Fidrych.*

Rand Brown: The PCC OMIC Fab Lab is opening tomorrow from noon-6:00. Paul Vogel will be giving the opening remarks. We're also hiring a part-time Student Outreach position.

2. NEW BUSINESS

2.1 Destination Downtown: Columbia County

Joe: Meeting with Cascade Tissue to expedite sale of the site. We had a career fair at PCC, which was very successful. We will have three market studies for the hotel soon.

Wela: I encourage you all to register and attend the Destination Downtown workshop. Wednesday is a meet & greet with other agencies and Travel Oregon. Thursday is going to be a day-long workshop to develop strategies that will enhance downtown areas in Columbia County.

2.2 Community Video Filming Locations

Chair Christine Turner: The packets have the draft community video script in there. We are being asked to make recommendations on the film locations of the economic development section.



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NJ played an example video from Greer, South Carolina available here:

http://www.elocallink.tv/m/v/player_ns.php?pid=w3Qz1ap82#

Jeff: Who owns the video?

Paul F: It's my understanding that CGI Digital owns the video and we just put it on our website.

NJ: We've spoken with CGI about this and they've agreed to work with us to modify the video if things change in a few years after the conclusion of the branding work and other development in town.

Rand: I would recommend establishing a publishing agreement, which gives you all the rights you'd want.

Vice Chair Brian Rosenthal: The voiceovers are pretty good but it lacks the ask at the end. We want to bring people to Scappoose but there's not a strong statement indicating that at the end.

Paul F: We should position ourselves as an innovation center and include PCC and OMIC. I also don't see mention of tourism.

Jeff: We should include the Airport in the economic development section.

NJ: These are good suggestions for the script but I want to shift our focus towards the filmed locations because that's the unfilled part of the plan right now.

The following locations were recommended by members of the Committee:

- *Candle Apartments*
- *Highway 30 overview*
- *Scappoose Airport*
- *Trails*
- *Columbia River*
- *Scappoose Bay Marina*
- *Industrial land*
- *Rock pit when filling in dirt*
- *Downtown core*
- *Saturday Market*
- *Families*
- *Berry picking*
- *Corn maze*
- *Horses*
- *Pro Diesel Automotive*
- *Means Nursery*
- *West Coast Shoe Company*
- *Soccer and other sports*
- *Joy Creek*
- *OMIC R&D*
- *City parks*
- *Mt. Hood*
- *Keep it Local Columbia County*



- *Scappoose Small Business Development Center*
- *Fred Meyer*
- *Happy people*
- *Cathedral Coffee*
- *Bamford Bakery*
- *Farmer's Market*
- *Rocky Point*
- *Sauvie Island*

Paul: I feel like we've had this conversation about who we are and what we're about for years. If we did the branding first, all of this would be figured out and the conversation about what to highlight in a video would be easy. Instead, staff is continuing to push this video. They have their reasons for doing that.

NJ: We've been directed by Council to move forward with the video.

Vice Chair Brian Rosenthal: We've talked about this before and the idea was that something is better than nothing. We can always go back and tweak things if we need to.

Joe: I agree. I also don't think things will change too much because the things that come out of our branding process are going to be traits that Scappoose already has.

2.3 Building a Scope of Work for the Community Branding RFP (Request for Proposals)

NJ: Does anyone have any questions on the background memo?

Paul F: I do. I was not asked to comment on the recommendation. The City has not asked me how I would do the branding process. They did allow me to present to EDC twice and Council once. Some of the questions that are being asked in the packet could be answered by my presentations. Instead of going to a branding agency and telling them we don't know who we are, we could've reduced the scope by going through the exercise ourselves. The 50-Year Plan produced a vision statement that could be Any Town, USA. If this was so good, it would be driving the discussion.

NJ: That vision statement is specifically for a land use project. The community brand will likely speak to much broader concepts than the 50-Year Plan does.

Paul F: So the 50-Year Plan is not going to give us our vision?

NJ: I included it to highlight that we have some work that's been done.

Paul F: So the 50-Year Plan is not going to give us the vision for our town. So what will?

NJ: The idea is that when the branding project gets going in the future, the whole community chimes in. We would get a branding consultant, which Council has twice now directed us to do. EDC would be the main stakeholder group for the branding project. That's the outline but the purpose of this exercise is to develop a scope of work for what the consultant will do for the City.

Paul F: The branding agency is not going to tell us who we want to be. Who is going to tell us that?



NJ: The community, including EDC and Council.

Paul F: How?

David: I suggested we do a Facebook survey but that was shot down.

Paul F: Going to Facebook with an open-ended, blue ocean question is going to be tough for anyone to answer. We reduced the scope to outdoor recreation with a core value of family.

Chair Christine Turner: I appreciate your passion but we've proposed this and been shut down.

Paul F: Here's how we do a branding project: 1) Craft a vision statement; 2) Bring in the 50-Year Plan Committee; 3) Bring in the Parks Committee; 4) Create an amenities list; 5) Bring in EDC; 6) Return to the citizens with a vision statement for their feedback; 7) Bring in a branding agency to develop our logo, slogan, etc.; 8) Return to citizens with revised plan; and 9) Begin our marketing work with Travel Oregon, Columbia County, outdoor groups, etc. That's it.

Vice Chair Brian Rosenthal: But that decision has already been made. One other thing just so we don't change what we discussed. We discussed trying to tie in high tech innovation in our future, though we can't say that's who we are today. I'd now like to move forward with our Chairperson.

Chair Christine Turner: NJ, do you want us to answer the questions?

NJ: Yeah. Paul, just one thing I would say in response. I agree that a lot of work has already been done. With that, I would recommend including in the scope of work that the consultant review your presentations, the vision statements that have been produced, etc.

Paul F: The questions in your exercise have already been answered by my presentation. Go watch my presentation; it's all there. I'm insulted because clearly nobody listened.

NJ: Part of the point of this exercise is to make sure everyone is on the same page with where we're going.

The Committee developed the following ideas for the branding scope of work:

- *Develop a brand with an emotional connection*
- *Disseminate brand widely and clearly, especially on Highway 30*
- *Consistent business infrastructure style/theme*
- *Attract new businesses and residents*
- *Use brand as a beacon light for decision making*
- *The consultant should make a recommended list of amenity improvements in pursuit of brand.*
- *The consultant should develop a list of the industries that are most likely to be attracted to Scappoose with the brand we develop.*
- *Utilize focus groups, community conversations, and open houses for community involvement*

2.4 Attending Upcoming Meetings

Chair Christine Turner: Is everyone available for the summer meetings mentioned in 3.1?

Several members confirmed, nobody mentioned a conflict.



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3. ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
 - Scappoose Farmer's Market
 - Every Saturday starting May 13th, goes from 9:00 am - 2:00 pm, SE 2nd Street near E Columbia Avenue intersection
 - Destination Downtown: Columbia County
 - May 17-18, details included in packet
- Next meetings
 - June 15, 2023 at 12:00 pm
 - July 20, 2023 at 12:00 pm
 - August 17, 2023 at 12:00 pm

4. Meeting Adjourned at 1:29 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@scappoose.gov. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938.